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# THE AMERICAN RADIO RELAY LEAGUE

INCORPORATED.
A MAGAZINE DEVOTED EXCLUSIVELY TO THE WIRELESS AMATEUR.

EXECUTIVE HEADQUARTERS
HARTFORD, CONNECTICUT

OFFICIAL ORGAN: QST
KENNETH B. WARNER, EDITOR.

TO CLUB SECRETARIES:

I am writing to ask you to bring before the members of your club the question of A.R.R.L. publicity. Its importance cannot be over-emphasized while the future of amateur radio depends on public sentiment and favorable legislation. Until the present time A.R.R.L. members have been a big family, whose activities were best known among themselves. It would now appear urgent that the public should know more about the A.R.R.L. and the valuable contributions of its individual members to the radio art.

Impressions that put the amateur in a position of defending himself and his rights have been spread and it now remains to break up these false illusions without departing from the truth. The question of interference between amateurs and broadcast listeners is almost too delicate a subject to talk about in mixed company. These are but a few reasons that demonstrate the value of publicity, another is the old song, "It pays to advertise."

A scheme for furnishing the larger papers of the country with news bulletins has been worked out and is already in operation. News bulletins are being mailed out at regular intervals. So far they have consisted primarily of news on the Transatlantics and general activities of the League. Nevertheless, we believe there are any number of good stories connected wit the Affiliated Clubs, which could be "snapped up" and rushed into this bulletin for general publication.

What we desire to do now is to form a kind of "A.R.R.L. Associated Press Service" with correspondents distributed among the various clubs and divisions, who are familiar with amateur activities in their vicinity, and who will send us the material while it is hot. There may be times when we will need information quick, yet there is no one to call on except Division Managers, who are already giving a fair share of their time to the League.

The question of what is news is almost as difficult to answer as the question what is ether. Opinions differ. Applied to the A.R.R.L., it would probably call for non-technical, human interest stories of amateur activities, particularly of individual amateurs who have made some worth while contribution to the art. If we had merely the "tip" that such a story was to be had it would be a big help. A number of papers desire only local news. hence, I would appreciate it if you would bring this matter before the members of your club and arrange for the appointment of a Publicity Man to furnish us with local news for our bulletins.

If your club desires to delegate one of its members for this purpose, I would like to have his name and hear from him as soon as possible.

If your club has a weekly paper, I would be glad to return the favor by mailing you our news bulletins.

Sincerely yours,

J. Kenneth Bolles

JKB*DAN

Publicity Manager.